

The background of the slide features a repeating green geometric pattern on a white background. The pattern consists of a grid of diamonds, with each diamond containing a smaller diamond in the center. The central diamonds are solid green, while the surrounding areas are filled with a pattern of small green dots.

APPAREL LINE FOR GIRLS 5-14

FAS 205: Final presentation

By: Madison Kreher

FASHION RESEARCH

Trends for Spring 2020:

Graphic T-shirts, bright colors, and denim (Rechner, 2018)

flowy skirts, and ruffle blouses (Weston, 2018)

Fabrics:

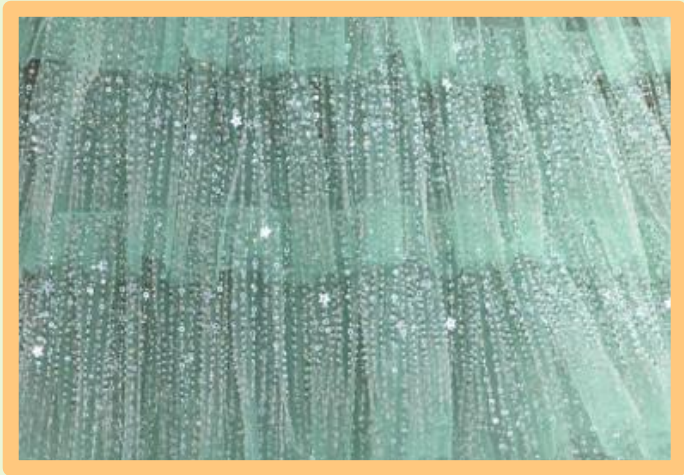
Pleat tulle, an addition of sheer over layers for color and dimension, jersey and woven fabric

Lightweight denim, nylon woven

Trends



(Weston, 2018)



(Weston, 2018)

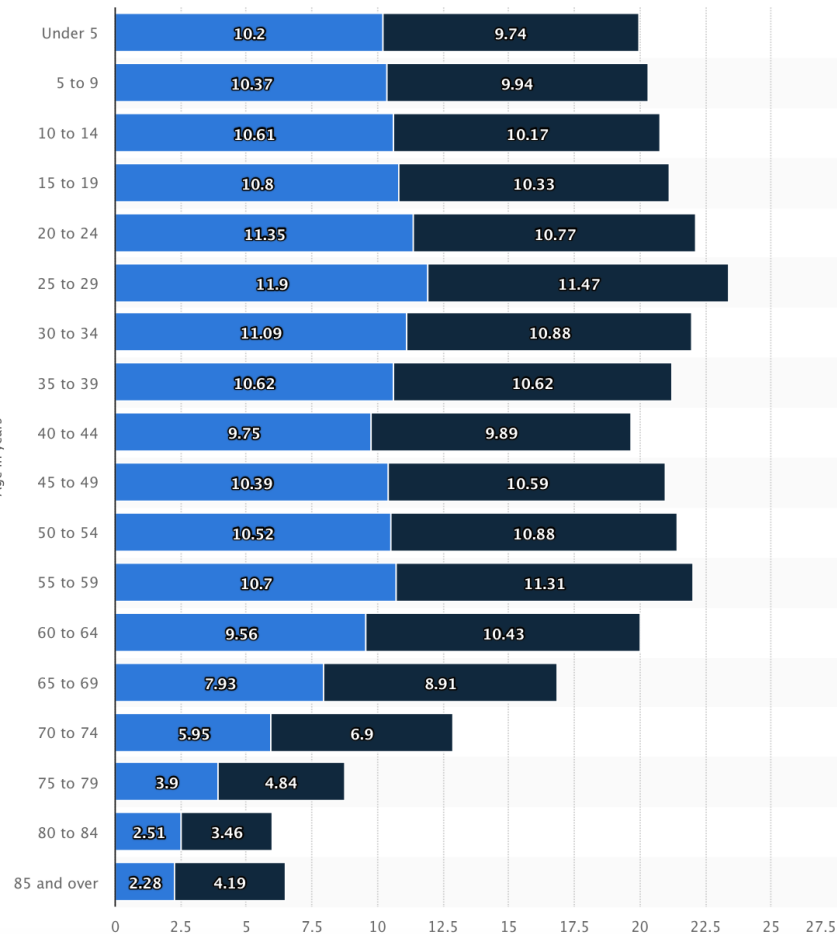


(Rechner, 2018)



(Rechner, 2018)

DEMOGRAPHICS AND PSYCHOGRAPHICS



Source: (Statista, 2018)

Age (Chart is shown in millions)

5-14

Majority of children under the age of 18, live with two parents according (US Census Bureau, 2018.)

Gender

Female-- 20.11 million as of 2017 (Statista, 2018.)

Income

Median income of families in 2017 (SEMEGA, FONTENOT, & KOLLAR, 2017)

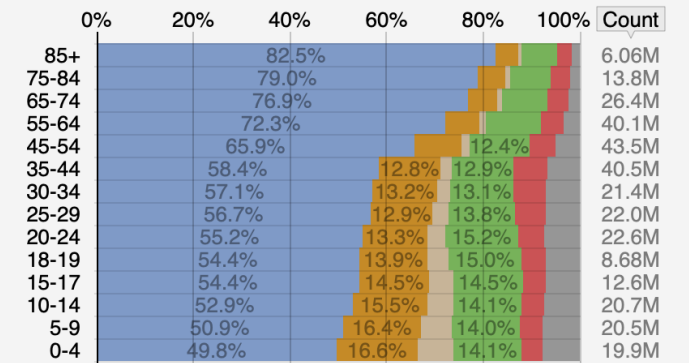
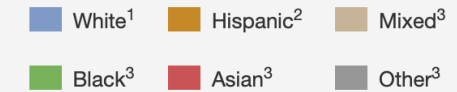
- Age of householder
 - 35-44 years with children
 - Estimate: \$ 783,668
 - Margin of error: 1,578
- 45-54 years with children
 - Estimate: \$80, 671
 - Margin of error: 1,064

Race

Relative Ethno-Racial Composition by Age #2

Ethno-racial composition by age cohort as a percentage within each age cohort.

Scope: population of the United States



Count total number of people in age cohort

¹ non-Hispanic white ² white Hispanic ³ including Hispanic

Source: Employment Characteristics of Families, 2017

- The graph gives a breakdown of the ethnicity broken down within the United States by age groups.
- Our main focus is ages 5 --14 .

Family & Marital Status

Characteristic	Number		Percent distribution	
	2016	2017	2016	2017
WITH OWN CHILDREN UNDER 18 YEARS				
Total families.....	34,206	33,615	100.0	100.0
Parent(s) employed.....	30,671	30,318	89.7	90.2
No parent employed.....	3,534	3,297	10.3	9.8
Married-couple families ¹				
Total.....	23,125	22,855	100.0	100.0
Parent(s) employed.....	22,379	22,158	96.8	96.9
Mother employed.....	15,377	15,389	66.5	67.3
Both parents employed.....	14,123	14,151	61.1	61.9
Mother employed, not father.....	1,254	1,238	5.4	5.4
Father employed, not mother.....	7,001	6,769	30.3	29.6
Neither parent employed.....	746	697	3.2	3.1
Families maintained by mother ²				
Total.....	8,538	8,259	100.0	100.0
Mother employed.....	6,191	6,043	72.5	73.2
Mother not employed.....	2,347	2,216	27.5	26.8
Families maintained by father ²				
Total.....	2,544	2,500	100.0	100.0
Father employed.....	2,102	2,117	82.6	84.7
Father not employed.....	442	383	17.4	15.3
WITH OWN CHILDREN 6 TO 17 YEARS, NONE YOUNGER				
Total families.....	19,774	19,621	100.0	100.0
Parent(s) employed.....	17,814	17,742	90.1	90.4
No parent employed.....	1,960	1,879	9.9	9.6

Source: (Bureau of Labor Statistics, 2017)

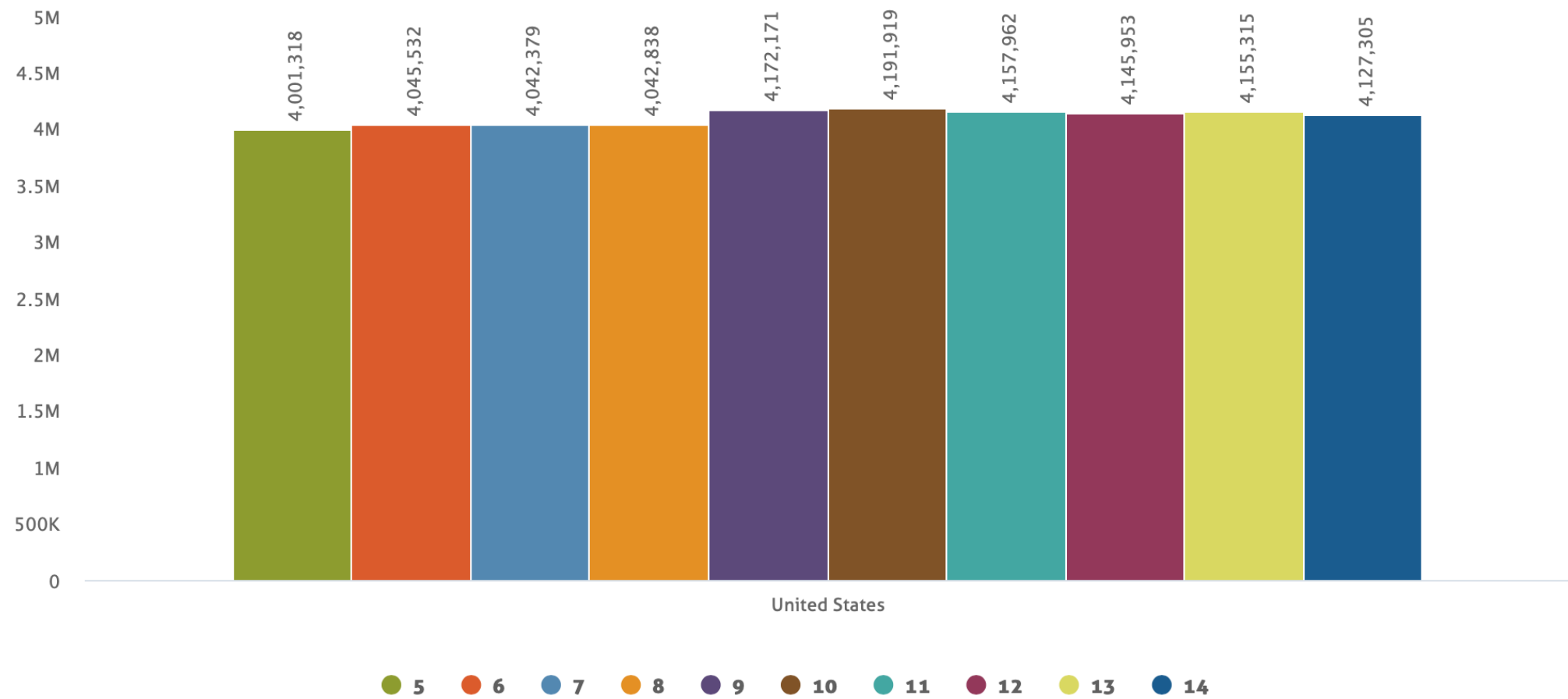
The chart illustrates that there are 33,715 million total families that are employed and have children under the age of 18. This is my target market as they have the disposable income to dress their children fashionable.

Religion

American Religious Identification		
	2016	2017
	%	%
Protestant/Other Christian	48.9	48.5
Catholic	23.0	22.7
Mormon	1.8	1.8
Jewish	2.1	2.1
Muslim	0.8	0.8
Other non-Christian religion	2.5	2.9
No religious identity	20.8	21.3
GALLUP		

Source: (Gallup, Inc. 2017)

Not a big of factor in fashion at this age, even in cultures where modest dress is emphasized, such restrictions are not placed on children as infants and toddlers.



United States population numbers by ages within my target demographic. Interestingly, the populations of each age group are relatively similar.

Source: (The Annie E. Casey Foundation, 2017)

PRICING

Competitors:
Target
J.Crew
Zara



Retailer Price: \$9.99
Fabrics: polyester
Source: (Target.com)



Retailer Price: \$5.90
Fabrics: cotton
Source: (Zara.com)



Retailer Price: \$26.50
Fabrics: cotton
Source: (J.crew.com)



Retailer price: \$24.99
Fabrics: polyester
Source: (Target.com)



Retailer price: \$34.90
Fabrics: polyester,
cotton
Source: (Zara.com)



Retailer price: \$49.99
Fabrics: polyester
Source: (J.Crew.com)

Pricing Cont.



Retailer price: \$14.99
Fabrics: cotton
Source: (Target.com)



Retailer price: \$27.90
Fabrics: cotton, polyester
Source: (Zara.com)



Retailer price: \$34.50
Fabrics: cotton
Source (J.Crew.com)



Retail price: \$36.50
Fabrics: cotton, polyester, elastane
Source: (J.Crew.com)



Retail price: \$19.90
Fabrics: cotton, elastane
Source: (Zara.com)



Retailer price: \$19.99
Fabrics: Cotton, recycled polyester, rayon, and spandex
Source: (Target.com)



Retailer price: \$35.90
Fabrics: cotton
Source: (Zara.com)



Retailer price: \$59.50
Fabrics: cotton, polyester, elastane
Source: (J.Crew.com)



Retail price: \$9.99
Fabric: Cotton, recycled polyester, rayon, and spandex
Source: (Target.com)

References:

Employment Characteristics of Families—2017., Bureau of Labor Statistics : U.S. Department of Labor. Modified February 15, 2019. Retrieved April 7, 2019 from, <https://www.bls.gov/cps/demographics.htm>

Gallup, Inc. (2017, December 22). 2017 Update on Americans and Religion. Retrieved April 7, 2019, from <https://news.gallup.com/poll/224642/2017-update-americans-religion.aspx>

J. Crew. (n.d.). Girls' dress with tiered tulle overlay. Retrieved April 20, 2019, from <https://www.jcrew.com/r/search/?N=0&Nloc=en&Ntrm=tulle &Nsrt=&Npge=1&Nrpp=60>

J. Crew. (2019). Girls' Graphic T-Shirts. Retrieved April 20, 2019, from https://www.jcrew.com/c/girls_category/collectibletees

J.Crew. (n.d.). Girls' stretch denim jacket. Retrieved April 20, 2019, from https://www.jcrew.com/p/girls_category/jacketsouterwear/lightweightanddenim/girls-stretch-denim-jacket/H6489?color_name=marfa-wash

J.Crew. (n.d.). Girls' denim runaround short. Retrieved April 18, 2019, from https://www.jcrew.com/p/girls_category/shorts/denim/girls-denim-runaround-short/L4701?color_name=patchwork-wash

J.Crew. (n.d.). Girls' flutter-sleeve top. Retrieved April 22, 2019, from https://www.jcrew.com/p/girls_category/shirts_tops/shortsleeveees/girls-fluttersleeve-top/L7232?color_name=white

Population of the U.S. by sex and age 2017 | Statista. (2018, June). Retrieved April 7, 2019, from <https://www.statista.com/statistics/241488/population-of-the-us-by-sex-and-age/>

Rechner, E. (2018, October 10). Girl's Forecast Design Capsule S/S 20: Free Spirit. Retrieved April 17, 2019, from <https://www.wgsn.com/content/search/reports/?searchId=#/Girl's Forecast Design Capsule S/S 20: Free Spirit>

SEMEGA, J., FONTENOT, K., & KOLLAR, M. (2018, September 12). Income and Poverty in the United States: 2017. Retrieved April 17, 2019, from <https://www.census.gov/data/tables/2018/demo/income-poverty/p60-263.html>

Target Brands, Inc. (n.d.). Girls' 2pc Tulle Tutu Dress - Cat & Jack" Purple. Retrieved April 22, 2019, from <https://www.target.com/p/girls-2pc-tulle-tutu-dress-cat-jack-153-purple/-/A-54221329?preselect=53950610#lnk=sametab>

Target Brands, Inc (Ed.). (n.d.). Girls' Create Your Moment Graphic Tech T-Shirt - C9 Champion® Pink. Retrieved April 26, 2019, from <https://www.target.com/p/girls-create-your-moment-graphic-tech-t-shirt-c9-champion-174-pink/-/A-53730132?preselect=53676401#lnk=sametab>

Target Brands, Inc. (n.d.). Girls' Jean Jackets - Cat & Jack" Light Wash. Retrieved April 21, 2019, from <https://www.target.com/p/girls-jean-jackets-cat-jack-153-light-wash/-/A-53980890?preselect=53855395#lnk=sametab>

Target Brands, Inc. (n.d.). Girls' Jean Shorts - Cat & Jack" Medium Wash. Retrieved April 20, 2019, from <https://www.target.com/p/girls-jean-shorts-cat-jack-153-medium-wash/-/A-54020051?preselect=53855103#lnk=sametab>

Target, Brands, Inc. (n.d.). Girls' Woven Eyelet Top - Cat & Jack" Purple. Retrieved April 19, 2019, from <https://www.target.com/p/girls-woven-eyelet-top-cat-jack-153-purple/-/A-54303830?preselect=54209433#lnk=sametab>

The Annie E. Casey Foundation. (2017). Child population by single age | KIDS COUNT Data Center. Retrieved April 19, 2019, from <https://datacenter.kidscount.org/data/bar/100-child-population-by-single-age?loc=1&loct=1#1/any/false/871/47,48,49,50,51,52,53,54,55,56/418>

US Census Bureau. (2018, April 10). The Majority of Children Live With Two Parents, Census Bureau Reports. Retrieved April 7, 2019, from <https://www.census.gov/newsroom/press-releases/2016/cb16-192.html>

Weston, C. (2018, November 6). Girls' Forecast Design Capsule S/S 20: Holographic Party. Retrieved April 25, 2019, from https://gatekeeper.fontbonne.edu:2097/content/board_viewer/#/81411/page/6

Zara.com. (n.d.). TOP WITH SWISS EMBROIDERY. Retrieved April 20, 2019, from <https://www.zara.com/us/en/top-with-swiss-embroidery-p01299124.html?v1=12593697&v2=1186769>

Zara.com. (n.d.). PLAIN DENIM JACKET. Retrieved April 20, 2019, from <https://www.zara.com/us/en/plain-denim-jacket-p05520690.html?v1=12144064&v2=1186761>

Zara.com. (n.d.). ELASTICIZED TULLE DRESS. Retrieved April 20, 2019, from <https://www.zara.com/us/en/elasticized-tulle-dress-p00283600.html?v1=12177342&v2=1187575>

Zara.com. (n.d.). SPARKLY TEXT SHIRT. Retrieved April 26, 2019, from <https://www.zara.com/us/en/sparkly-text-shirt-p05048135.html?v1=8100525&v2=1186824>

Zara.com. (n.d.). SERGED DENIM SHORTS. Retrieved April 19, 2019, from <https://www.zara.com/us/en/serged-denim-shorts-p04433605.html?v1=7885594&v2=1242211>